# **DX-62**





# THEOREM ON THE PROPERTY OF THE

TO ALE TO WHOM THESE PRESENTS SHALL COME:

# UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office

April 23, 2010

THIS IS TO CERTIFY THAT ANNEXED IS A TRUE COPY FROM THE RECORDS OF THIS OFFICE OF THE TRADEMARK FILE WRAPPER AND CONTENTS OF:

TRADEMARK APPLICATION: 74/384,676

FILING DATE: April 30, 1993

REGISTRATION NUMBER: 1,838,080 REGISTRATION DATE: May 31, 1994

By Authority of the

Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office

> P. R. GRANT Certifying Officer

EXHIBIT

DX 62

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REG. NO	3. MARK	****		74/384676
1838080	FISHER RIMS			5. REGISTER
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AY 3 1 1994				9. LAW OFFICE
INTERNATIONAL CLASS	7. PRIOR U.S. CLASS	,	B. FILING DATE	9. LAW OFFICE
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# TRADEMARK APPLICATION SERIAL NO. 74/384675

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE FEE RECORD SHEET

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210.00 CK



Fisher Scientific Central Offices 711 Forbes Avenue Pittsburgh, PA 15219-4'85 (412) 562-8300 14/384676

April 28, 1993

Honorable Commissioner of Patents & Trademarks Washington, DC 20231

Re: Application Of Fisher Scientific Company To

Register Service Mark "FISHER RIMS";

International Classes 39 and 42

Sir:

Enclosed please find, pursuant to Rule 2.33 of the Trademark Rules of Practice, a written application for the filing of subject service mark, a drawing sheet, three (3) specimens of the mark, a Power of Attorney and postcard to show Patent & Trademark Office receipt of these papers.

The fee for filing this application is \$420. Enclosed is Fisher Scientific's check in that amount.

Very truly yours,

Alan M. Doernberg Patent Counsel

alam Doub

AMD

Enclosures

cc: T. Evangelista

A. Mullen

00620-REP Document 769-5 Filed 07/05/11 Page 6 of 55 PageID# 24115

SERVICE MARK APPLICATION

PRINCIPAL REGISTER, WITH OATH

POWER OF ATTORNEY

fer B

Mark: FISHER RIMS

Int. Cl.:

= > 03

Fisher Scientific Company, a Delaware corporation )
having a business address of 711 Forbes Avenue, (

Pittsburgh, PA 15219, has adopted and is using the service mark shown in the accompanying drawing for the

following services:

if A

G5 (39) computer-based services for processing requisitions, entering purchase orders, maintaining inventory records, transferring related reports and data to other computers and generating documents for picking, packing, shipping and receiving requisitioned and ordered products, in International Classes 39 and 47

and requests that said mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946.

The service mark was first used with respect to
the services at least as early as August, 1992 and was
first used with respect to the services in interstate
commerce at least as early as August, 1992 and is now
in use in such commerce. The mark is used in
literature and presentation materials for the services;
and three (3) specimens showing the mark as actually
used are presented herewith.

State of Pennsylvania)
) ss.
County of Allegheny )

Johanna G. O'Loughlin states that she is Vice President and General Counsel of applicant corporation and is authorized to execute this instrument on behalf of said corporation; she believes said corporation to be the owner of the mark sought to be registered; to the best of her knowledge and belief no other person, firm, corporation or association has the right to use said mark in commerce, either in the identical form or in such near resemblance thereto as to be likely, when applied to the services of such other person, to cause confusion, or to cause mistake, or to deceive; and the facts set forth in this application are true.

FISHER SCIENTIFIC COMPANY

Johanna G. O'Loughlin

JURAT:

Subscribed and sworn to before me, this 34 day of April, 1993.

Mary Son Franchak
(Notary Public)

Notarial Seal Mary Ann Franchak, Notary Public Pittsburgh, Allegheny County My Commission Expires May 28, 1994

Member, Pennsylvania Association of Notaries

Fisher Scientific Company hereby appoints:

Alan M. Doernberg
Law Department
Fisher Scientific Company
711 Forbes Avenue

Pittsburgh, PA 15219 /

to prosecute this application to register, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the certificate of registration.

FISHER SCIENTIFIC COMPANY

Johanna G. O'ZoughYin

Vice President

and General Counsel

Case 3:09-cv-00620-REP Document 769-5 Filed 07/05/11 Page 9 of 55 PageID# 24118

# FISHER RIMS

A revolutionary electronic Requisition and Inventory Management System



Fisher Scientific

### Requisition Management Features:

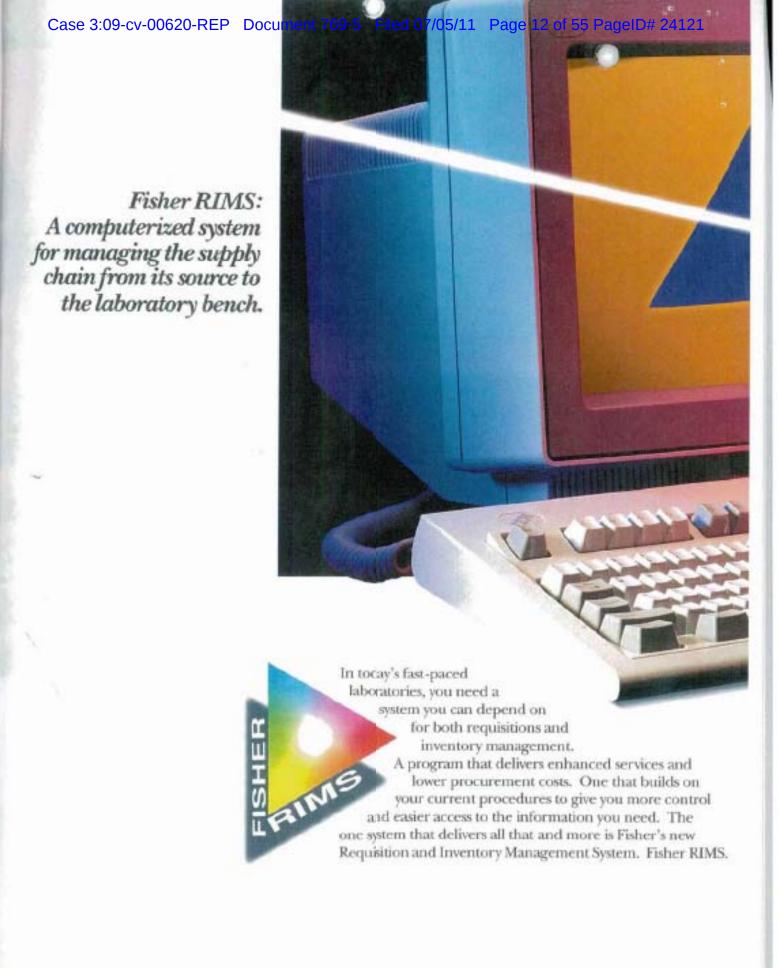
- Consolidates all suppier activity, including third-party and administrative purchases.
- Allows stocking of Fisterowned inventory on-site.
- Interfaces with all types of purchasing systems.
- Allows flexible remote requisitioning by formatted screen, telephone, fat or bar code scanning.
- Processes requisitions for on-site and remote inventory.

# Inventory Control Features:

- Utilizes simple minimum reorder points.
- Connects to all on-site and [IT stockrooms.
- Cross-references your stock numbers and all supplier numbers.
- Provides ready access to all inventory data through your PG.
- Utilizes customized bar codes and labels to expedite your receiving process.
- Tracks on-site Fisher-owned and/or customer-owned inventory.

# System Customization Features:

- Accommodates customerdefined data.
- Delivers reports customized to your requirements.
- Utilizes file transfers and EDL
- Provides ad hoc data through a simple query language.
- Utilizes OS/2 operating system, relational database.



# Dependable service, reduced inventory costs.

With Fisher RIMS, you can arrange to stock your storerooms with products that are still owned by us until you use them. This ultimate storeroom management tool reduces your inventory costs dramatically, without affecting your ability to fill product needs as they arise. The end-users in your organization expect nothing less than this high level of service, and Fisher RIMS enables you to deliver it at a lower cost.

With consignment goods, Fisher RIMS communicates directly with your storeroom to fill the requisition, then automatically replenishes the consignment stock. And you don't pay for the item until it's actually used.

# Fisher RIMS simplifies your reports.

The flexibility of Fisher RIMS makes it easy to structure your reporting systems exactly the way you want them. This becomes another significant laborsaving feature for your staff.

# Management reports cover all suppliers.

Management reports can be customized to fit the unique needs of your purchasing department. Performance analyses on administrative purchases can, for example, be issued from lisher RIMS, even though Fister Scientific is not physically involved in either product celivery or invoicing on those purchases.

# Query language, purchase orders set up in your format.

Query languageand formats will also be set up to satisfy your information requirements. Standard queries include daily usage, order status, inventory status, backorders, and information by date or date range. And purchase orders to any supplier can be printed in your P.O. format and sent out from Fisher RIMS.

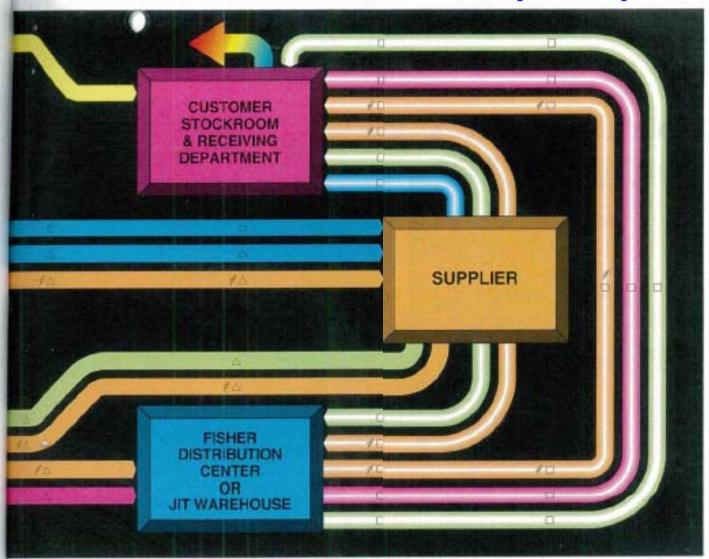
# Reports on a regular schedule, or on demand.

Reports can be generated on everything from demand/ usage histories for inventory planning to performance analyses for every kind of purchase handled by Fisher RIMS. These reports can be issued on a regular schedule, or on demand.



Andrew H. Phillips Director, Lab Supplies and Graphic Arts Parchasing, Merck & Co., Inc.

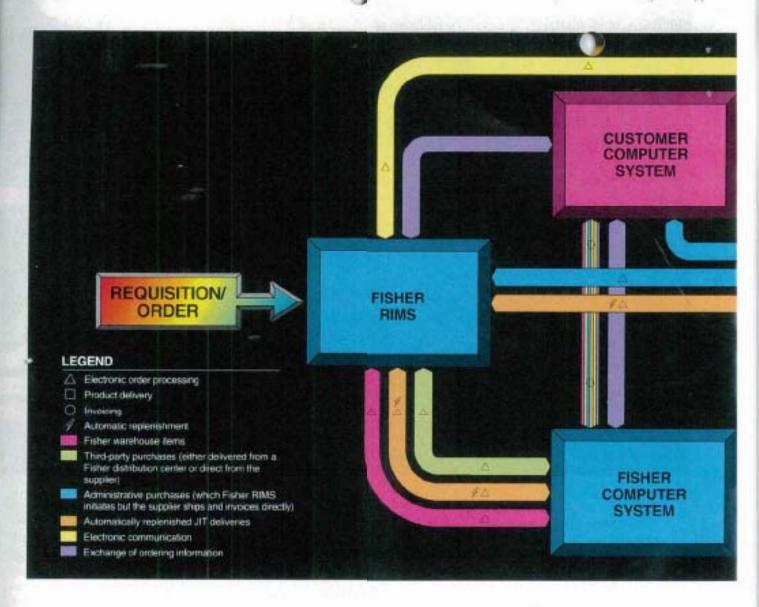
Tisher RIMS lets us concentrate on purchasing tasks instead of getting bogged down in data entry. By transferring prachase order files from RIMS to our mainframe, our Fisher Customer Service Representative has eliminated a lot of keystroking for our people. And I've been able to redeploy them to more challenging and rewarding tasks."



# Allows you to reduce inventory and redeploy resources.

The value-added services provided by Fisher RIMS reduce your overall cost of acquisitions by letting you reduce inventory and redeploy personnel to more productive tasks.

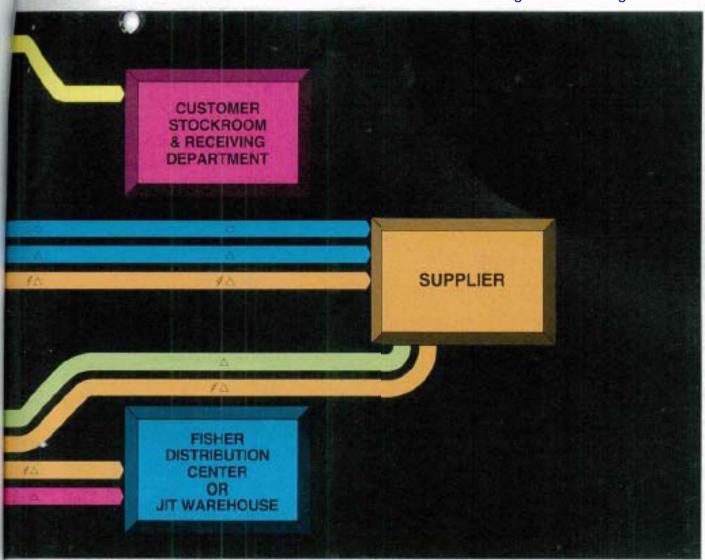
The rounded paths on the right side of the diagram above illustrate how products flow smoothly from the electronic orders generated by Fisher RIMS. Your order may be filled from a Fisher distribution center, a supplier's warehouse, or even your own stockroom. No matter what the source is, the delivery will be fast—and it will require no further effort from anyone on your staf,



A system that's easy to use, easy to track. A Fisher Customer Service Representative dedicated to your business will operate the Fisher RIMS program from a PC converiently placed on-site at your facility or ours. Your requisition or purchase order can be entered remotely by the people in your organization who will be using the product, or your Fisher CSR can enter it directly into the Fisher RIMS PC. Either way, you'll get complete reports on every transaction.

Direct communication with your computers.

After the price, availability, and source are obtained, your order is placed electronically. The order is then automatically translated into your purchasing format, and that data is then transferred to your computer system. This eliminates the need for duplicate data entry in your purchasing department.



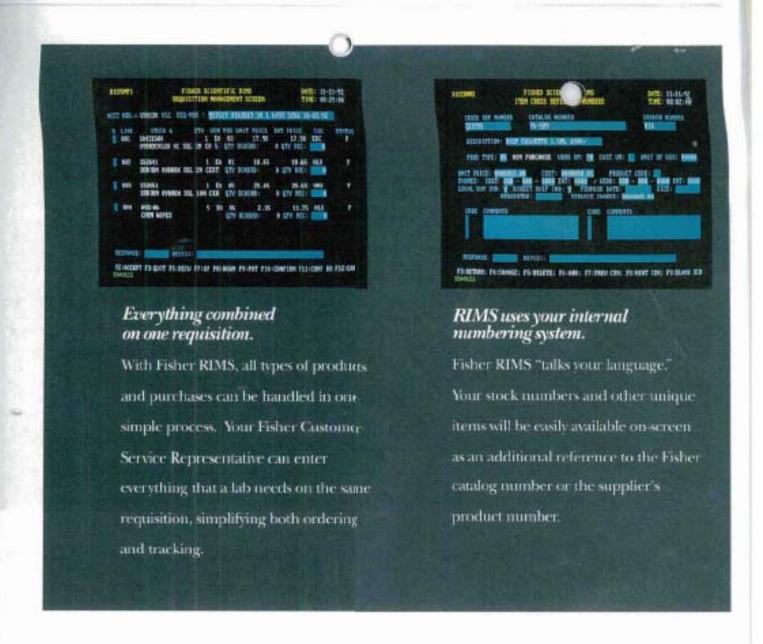
# Simplified information flow, clear audit trail.

By following the color-coded paths in the schematic diagram above, you can get a sense of how smoothly and efficiently Fisher RIMS handles purchases of various types:

- Fisher products.
- Third-party purchases delivered from a Fisher warehouse.
- Third-party purchases delivered direct.

- Administrative purchases (which Fisher RIMS initiates for the supplier to ship and invoice directly).
- Automatically replenished JIT deliveries.

The purple lines flowing from
Fisher RIMS and the Fisher
mainframe represent the
routine uploading
of ordering
information to
your purchasing
system—your electronic trail for auditing
the performance of RIMS
on demand.



Better information, lower labor costs, more control. You need information to make the right decisions, but all the data in the world won't do you any good if you can't get it and make sense of it—when you need it.

With Fisher RIMS, everything your department needs is as close as a computer screen —the one operated by your dedicated, on-site Fisher Customer Service Representative. Timely, accurate reports in the formats you need.

To be efficient in purchasing and inventory management, you need accurate information. Information that's complete, ready when you need it, and in the format and media you need. Fisher RIMS delivers all that quickly and efficiently, both in standard report formats and in response to spontaneous inquiries.

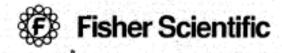






# All part of the Fisher Access System.

Fisher RIMS is the newest component of Fisher Scientific's industry-leading Access System. This revolutionary system combines Fisher's commitment to state-of-the-art technology with our ninety-year heritage of putting customer service first. The result is a simplified system that works effor lessly behind the scenes for you, letting your people concentrate on what they do bes.



litho in U.S.A.

FISHER SCIENTIFIC COMPANY 711 Forbes Avenue Pittsburgh, PA 15219

First Use:

Use in Commerce:

International Classes:

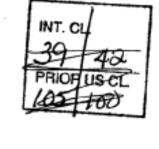
Services

# COMBINED

August 1992

August 1992

39 and 42



Computer-based services for processing requisitions, entering purchase orders, maintaining inventory records, transferring related reports and data to other computers and generating documents for picking, packing, shipping and receiving requisitioned and ordered products, in International Classes 39 and 42

FISHER RIMS

CaNC.



# U.S. DEPARTMENT OF COMMERCE Patent and Trajemark Office



SERIAL NO.	APPLICANT		'APER NO.
74/384676 Fisher	Scientific Company		
MARK			DDRESS: Commissioner of Patents
_FISHER RIMS			and Trademarks
ADDRESS		ACTION NO.	
Alan M. Doernber		01	hould include the words "BOX 5."
Fisher Scientifi 711 Forbes Avenu		MAILING DATE	lease provide in all correspondence:
Pittsburgh, PA	15219	08/24/93	. Filing date, serial number, mark, and
		REF. NO.	applicant's name.
			. Mailing date of this Office action.
FORM PTO-1525 (5-90)	U.S. DEPT. OF COMM. PAT. & TM OFFICE	٥	. Your telephone number and ZIP code.
			<ol> <li>Examining attorney's name and law office number.</li> </ol>

A proper response to this Office Action must be received within six months of the mailing date of the Office Action in order to avoid ABANDONMENT. For your convenience and to ensure proper handling of your response, a label has been enclosed. Please attach it to the upper right corner of your response. If the label is not enclosed, print or type the <u>Trademark Law Office No., Serial No.</u>, and <u>Mark</u> in the upper right corner of your response.

The assigned examining attorney has reviewed the referenced application and determined the following.

### LIKELIHOOD OF CONFUSION

The examining attorney refuses registration under Trademark Act Section 2(d), 15 U.S.C. Section 1052(d), because the applicant's mark, when used with the identified services, is likely to be confused with the registered mark in U.S. Registration No. 1,756,559. TMEP section 1207. See the enclosed registration.

Section 2(d) of the Trademark Act bars registration where a mark so resembles a registered mark, that it is likely, when used with the services to cause confusion, or to cause mistake, or to deceive. TMEP section 1207.01. The Court in *In re E. I. DuPont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (CCPA 1973), listed the principal factors to consider in determining whether there is a likelihood of confusion. Among these factors are the similarity of the marks as to appearance, sound, meaning and commercial impression and the similarity of the services. The overriding concern is to prevent buyer confusion as to the source of the services. *Miss Universe, Inc. v. Miss Teen U.S.A., Inc.*, 209 USPQ 698 (N.D. Ga. 1980). Therefore, any doubt as to the existence of a likelihood of confusion must be

resolved in favor of the registrant. Lone Star Mfg. Co. v. Bill Beasley, Inc., 498 F.2d 906, 182 USPQ 368 (CCPA 1974).

The letters "RIMS" in the applicant's proposed mark are identical to "RIMS," the dominant portion of the registered mark. Since applicant's services and the registrant's goods are closely related (computer programs and computer services used in database management), confusion as to source is likely.

If the applicant chooses to respond to the refusal to register, the applicant must also respond to the following informalities.

# RECITATION OF SERVICES

The recitation of services is unacceptable as indefinite. The applicant may adopt the following recitation, if accurate: COMPUTERIZED DATABASE MANAGEMENT FEATURING REQUISITION PROCESSING, ENTERING PURCHASE ORDERS, MAINTAINING INVENTORY RECORDS, TRANSFERRING RELATED REPORTS AND DATA TO OTHER COMPUTERS, AND GENERATING DOCUMENTS FOR PICKING, PACKING, SHIPPING AND RECEIVING REQUISITIONED AND ORDERED PRODUCTS. TMEP section 1301.05.

### CLASSIFICATION

The applicant has classified the services incorrectly. The applicant must amend the application to classify the services in International Class 35. 37 C.F.R. Sections 2.33(a)(1)(vi) and 2.85; TMEP sections 805, 1301.06 and 1401.

Current status and status date information is available, via push button telephone, for all federal trademark registration and application records maintained in the automated Trademark Reporting and Monitoring (TRAM) system. The information may be accessed by calling (703) 305-8747 from 6:30 a.m. until midnight, Eastern Time, Monday through Friday, and entering a seven-digit registration number or eight-figit application number, followed by the "#" symbol, after the welcoming message and tone. Callers may request information for up to five registration number or application number records per call.

Sue Carruthers Trademark Attorney

Law Office 7

703-308-9107, ext. 32

Sue Cassuthers



# U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office



OFFILM		PAPER NO.
SERIAL NO. 74/384676 Fisher Scientific Company		ADDRESS:
MARK		Commissioner of Patents
FISHER RIMS		and Trademarks
		Washington, D.C. 20231 If no fees are enclosed, the address
ADDRESS Doernberg	Ta amount	should include the words "BOX 5."
Fisher Scientific Company	ACTION NO.	
711 Forbes Avenue		Please provide in all correspondence:
Pittsburgh, PA 15219	MANING BATE	<ol> <li>Filing date, serial number, mark, and applicant's name.</li> </ol>
-	REF. NO.	2. Mailing date of this Office action.
FORM PTO-1525 (5-90)		3. Your telephone number and ZIP code.
U.S. DEPT. OF COMM. PAT. & TM OFFICE		<ol> <li>Examining attorney's name and law office number.</li> </ol>

# EXAMINER'S AMENDMENT

In accordance with the telephone conversation with Alan Doemberg on December 2, 1993, this Office has entered the amendment noted below in the referenced application. The applicant need not file a response in this case unless the applicant objects to the noted amendment.

The services are classified in Class 35, U.S. 101.

The refusal to register on the ground of likelihood of confusion with Registration No. 1,756,559 is withdrawn.

> Sue Cassuthers Trademark Attorney

Law Office 7

703-308-9107, ext. 32

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			_	Mark: Word Drawing Code New Drawing: Yes Mark Type:
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			AM	Amended To-Register: Date Reg. Amended:
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			_	Applicant: Anne
			PY	Address Entity Type
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				Entity Statement:
CD			D.	Doing Business At (DBA) or (AKA ) or (TA) Statement:
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}			_	Correspondence: Name Address
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TF			77 5	Section 2(f): Entire Mark In Part Limitation Stateme
PR			_	Prior U.S. Registrations: Registration Nos.:
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				enewed: Foreign Reg. Exp. Date:
			_	nority Claimed: Section 44(d):
ner:				

Date

All removes or comment.

Case 3:09-cv-00620-REP Document 769-5 Filed 07/05/11 Page 26 of 55 PageID# 24135



# Fisher Scientific

Central Offices 711 Forbes Avenue Pitisburgh, PA 15219-4785 (412) 562-8300 TRADE Seria Mark:

RK LAW OFFICE 7 Number: 74/384676

FISHER RIMS

\*\*Please Place on Upper R\
\*\*of Response to Office A

September 27, 1993

Honorable Commissioner of Patents and Trademarks Washington, DC 20231 Attn: Law Office 7

T.M.E.O. LAW OFFICE VII

Re:

Application of Fisher Scientific Company To Register "FISHER RIMS" As A Service

Mark - 74/384676

Sir:

Responsive to the August 24, 1993 Office Action, please amend the recitation of services to read:

"Computerized Database Management Featuring Requisition Processing, Entering Purchase Orders, Maintaining Inventory Records, Transferring Related Reports And Data To Other Computers, And Generating Documents For Picking, Packing, Shipping And Receiving Requisitioned And Ordered Products in International Classes 35 and 395"

prot

Please also substitute the enclosed Drawing for Drawing as filed.

The revised recitation of services corresponds to the Examining Attorney's suggestion as to words. The Examining Attorney had suggested that the services are classified in International Class 35 (Advertising And Business Services) rather than in Class 39 (Transportation And Storage Services) and Class 42 (Miscellaneous Services). It is respectfully submitted that the above services involve both Business Services and Storage Services, such that Classes 35 and 39 remain appropriate.

Reconsideration is requested of the refusal under Section 2(d) on the basis the applicant's mark, when used with the identified services, is likely to be confused with the registered mark of U.S. Registration 1,756,559. The registered mark contains a design, the initials "RIMS" and the words "Response Information Management System". "Response Information Management System" is disclaimed apart from the mark as shown. The registration is of a trademark in Class 9 for:

"Computer Programs That Provide Call Routing, Prerecorded Customer-Specific Information, Access To Customer's Computer Database(s) Voice Message And Document Retrieval As Well As Corresponding Information Presented On Screens."

September 27,1993 Page 2

The marks thus only share the initials "RIMS". Any confusion as to marks is clearly obviated by the presence of "FISHER" in applicant's mark. Since the registrant has disclaimed (presumably as descriptive) the words "Response Information Management System", it should be evident that the registrant cannot have broad rights in the initials for those words: RIMS. It is not reasonable to expect confusion with this registered trademark when a composite mark (FISHER RIMS) is applied to services which are do not involve a "Response", but instead involve the management of "Requisitions" (i.e., lists of items that an end-user desires to be purchased) and of "Inventory".

The registrant's computer programs are sold or licensed to customers who want to expand the flexibility of their telephone lines. References to "call routing", "pre-recorded customer-specific information", "voice message" and "document retrieval" clearly relate to the customer's telephone line, and not to the operation of the customer's business (i.e., what products its end-users want to purchase). The reference to "access to customer's computer database(s)" relates to how a caller, using the licensed program, gains telephone access to whatever computer databases the customer wants to be accessible by phone - not to the management of the actual contents of those databases. Thus, even if a customer did want to makes its databases of requisitions and purchases available on-line and the registrant's computer program were used to facilitate that access, there would be little likelihood of confusion between the source for the computer program providing the access and the provider of services in managing the particular databases associated with requisitioning and purchasing (e.g., processing the requisition, entering a purchase order, transferring data to other computers, generating picking and packing lists).

Any likelihood of confusion is further obviated by the likely sophistication of any customer looking to buy or license the registrant's computer program or any customer looking to contract for applicant's services. These are major corporate decisions, with ramifications on how other computer operations are performed and on how aspects of the customer's business are run, and would be made with considerable care. Such decisions would not be likely to result in confusion merely because of the common use of "RIMS" in the two marks. September 27, 1993 Page 3

In the event that small changes in this application would result in it being passed to publication, the Examining Attorney is encouraged to contact the undersigned by telephone at (412) 562-8451.

Respectfully submitted,

Alan M. Doernberg
Patent Counsel

cc: F. Melly A. Mullen Case 3:09-cv-60620-REP Document 769-8 Filed 07/05/11 Page 29 of 55 PageID# 24138

30

FISHER SCIENTIFIC COMPANY 711 Forbes Avenue Pittsburgh, PA 15219

CC 32

First Use:

August 1992

Use In Commerce:

August 1992

International Classes:

35 and 39

Services:

Computerized Database Management Featuring Requisition Processing, Entering Purchase Orders, Maintaining Inventory Records, Transferring Related Reports And Data To Other Computers, And

Generating Documents For Picking, Packing, Shipping And Receiving Requisitioned And Ordered Products

FISHER RIMS

WR 08 1994



Fatent and Trademark ffice

5 #Sitect Or / 05/14 APA GR 30:00 M 55 Page ID# 24139

0F PATENTS AND TRADEMARKS
Washington, D.C. 20231

FEB. L. 1994

# NOTICE OF PUBLICATION UNDER 12(a)

 Serial No.: 74/384,676 Mark: FISHER RIMS

 Applicant: Fisher Scientific Company  Publication Date: MAR. 8, 1994

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the Official Gazette on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained at \$16.00 each for domestic orders, or at \$20.00 each for foreign orders from:

The Superintendent of Documents U.S. Government Printing Office Washington,D.C. 20402

By direction of the Commissioner.

Alan M. Doernberg Law Department Fisher Scientific Company 711 Forbes Avenue Pittsburgh, PA 15219 TMP&I

Int. Cl.: 35

Prior U.S. Cl.: 101

# United States Patent and Trademark Office Reg. No. 1,838,080

# SERVICE MARK PRINCIPAL REGISTER

# FISHER RIMS

8-0-1992.

FISHER SCIENTIFIC COMPANY (DELAWARE CORPORATION) 711 FORBES AVENUE PITTSBURGH, PA 15219

FOR: COMPUTERIZED DATABASE MAN-AGEMENT FEATURING REQUISITION PROC-ESSING, ENTERING PURCHASE ORDERS, MAINTAINING INVENTORY RECORDS, TRANSFERRING RELATED REPORTS AND DATA TO OTHER COMPUTERS, AND GENER- ATING DOCUMENTS FOR PICKING, PACK-ING, SHIPPING AND RECEIVING REQUISI-TIONED AND ORDERED PRODUCTS, IN CLASS 35 (U.S. CL. 101). FIRST USE 8-0-1992; IN COMMERCE

SER. NO. 74-384,676, FILED 4-30-1993.

ALICE SUE CARRUTHERS, EXAMINING AT-TORNEY Case 3:09-cy-00620-REP Document 769-5 Filed 07/05/11 Page 33 of 55 PageID# 24142

# FISHER

A revolutionary electronic

Requisition and Inventory Management System



Fisher Scientific

### Requisition Management Features:

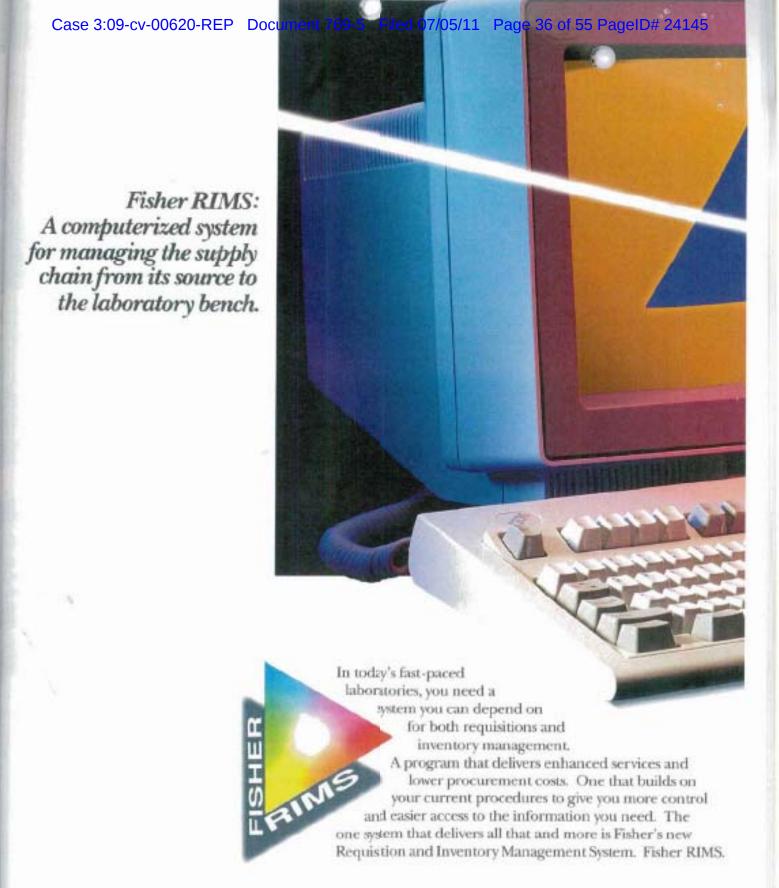
- Consolidates all supplier activity, including third-party and administrative purchases.
- Allows stocking of Fisherowned inventory on-site,
- Interfaces with all types of purchasing systems.
- Allows flexible remote requisitioning by formated screen, telephone, fax or bar code scanning.
- Processes requisitions for on-site and remote inventory.

### Inventory Control Features:

- Utilizes simple minimum reorder points.
- Connects to all on-site and JIT stockrooms.
- Cross-references your stock numbers and all supplier numbers.
- Provides ready access to all inventory data through your PC.
- Utilizes customized bar codes and labels to expedite your receiving process.
- Tracks on-site Fisher-owned and/or customer-owned inventory,

# System Customization Features:

- Accommodates customerdefined data.
- Delivers reports customized to your requirements.
- Utilizes file transfers and EDL
- Provides ad hoc data through a simple query language.
- Utilizes OS/2 operating system, relational database.



tivity with fewer hours of labor, so you can free your staff for other important tasks.

# Dependable service, reduced inventory costs.

With Fisher RIMS, you can arrange to stock your storerooms with products that are still owned by us until you use them. This ultimate storeroom management tool reduces your inventory costs dramatically, without affecting your ability to fill product needs as they arise. The end-users in your organization espect nothing less than this high level of service, and Fisher RIMS enables you to deliver it at a lower cost.

With consignment goods, Fisher RIMS communicates directly with your storeroom to fill the requisition, then automatically replenishes the consignment stock. And you don't pay for the item until it's actually used.

### Fisher RIMS simplifies your reports.

The flexibility of Fisher RIMS makes it easy to structure your reporting systems exactly the way you want them. This becomes another significant labor-swing feature for your staff.

### Management reports cover all suppliers.

Management reports can be customized to fit the unique needs of your purchasing department. Performance analyses on administrative purchases can, for example, be issued from Fisher RIMS, even though Fisher Scientific is not physically involved in either product delivery or invoicing on those purchases.

# Query language, purchase orders æt up in your format.

Query language and formats will also be set up to satisfy your information requirements. Standard queries include daily usage, order status, inventory status, backorders, and information by date or date range. And purchase orders to any supplier can be printed in your P.O. format and sent out from Fisher RIMS.

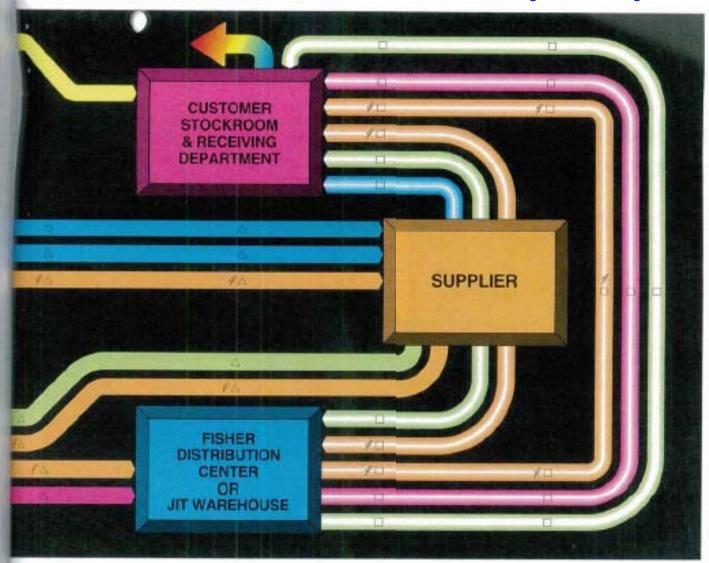
# Reports on a regular schedule, or on demand.

Reports can be generated on everything from demand/ usage histories for inventory planning to performance analyses for every kind of purchase handled by Fisher RIMS. These reports can be issued on a regular schedule, or on demand.



Andrew H. Phillips Director, Lab Supplies and Graphic Arts Purchasing, Merck & Co., Inc.

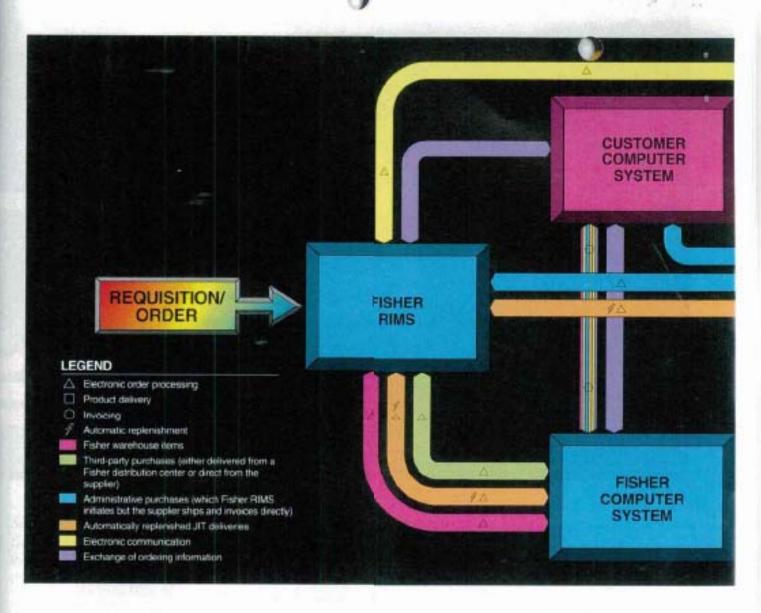
Tisher RIMS lets us concentrate on furthasing tasks
instead of getting bogged down
in data entry. By transferring
purthase order files from RIMS
to our mainframe, our Fisher
Customer Service Representative has eliminated a lot of
keystroking for our people.
And I've been able to redeploy
them to more challenging and
researding tasks."



## Allows you to reduce inventory and redeploy resources.

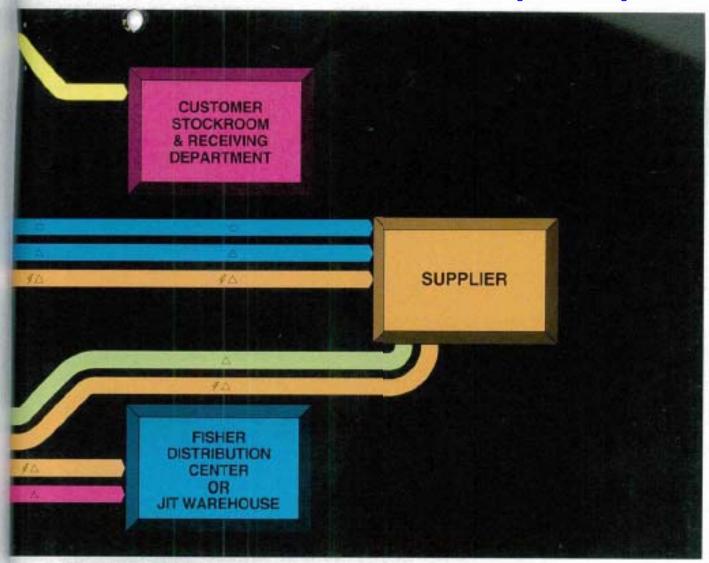
The value-added services provided by Fisher RIMS reduce your overall cost of acquisitions by letting you reduce inventory and redeploy personnel to more productive tasks.

The rounded paths on the right side of the diagram above illustrate how products flow smoothly from the electronic orders generated by Fisher RIMS. Your order may be filled from a Fisher distribution center, a supplier's warehouse, or even your own stockroom. No matter what the source s, the delivery will be fast—and it will require no further effort from anyone on your staff.



A system that's easy to use, easy to track. A Fisher Customer Service Representative dedicated to your business will operate the Fisher RIMS program from a PC conveniently placed on-site at your facility or ours. Your requisition or purchase order can be entered remotely by the people in your organization who will be using the product, or your Fisher CSR can enter it directly into the Fisher RIMS PC. Either way, you'll get complete reports on every transaction. Direct communication with your computers.

After the price, availability, and source are obtained, your order is placed electronically. The order is then automatically translated into your purchasing format, and that data is then transferred to your computer system. This eliminates the need for duplicate data entry in your purchasing department.



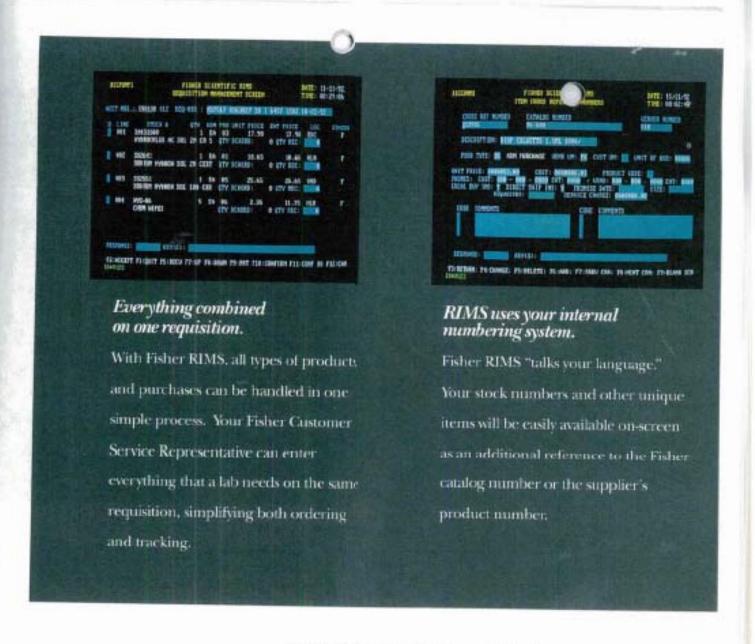
# Simplified information flow, clear audit trail.

By following the color-coded paths in the schematic diagram above, you can get a sense of how smoothly and efficiently Fisher RIMS handles purchases of various types.

- Fisher products.
- Third-party purchases delivered from a Fisher warehouse.
- Third-party purchases delivered direct.

- Administrative purchase;
   (which Fisher RIMS initiates for the supplier to ship and invoice directly).
- Automatically replenished JIT deliveries.

The purple lines flowing from Fisher RIMS and the Fisher mainframe represent the routine uploading of ordering information to your purchasing system—your electronic trail for auditing the performance of RIMS on demand.

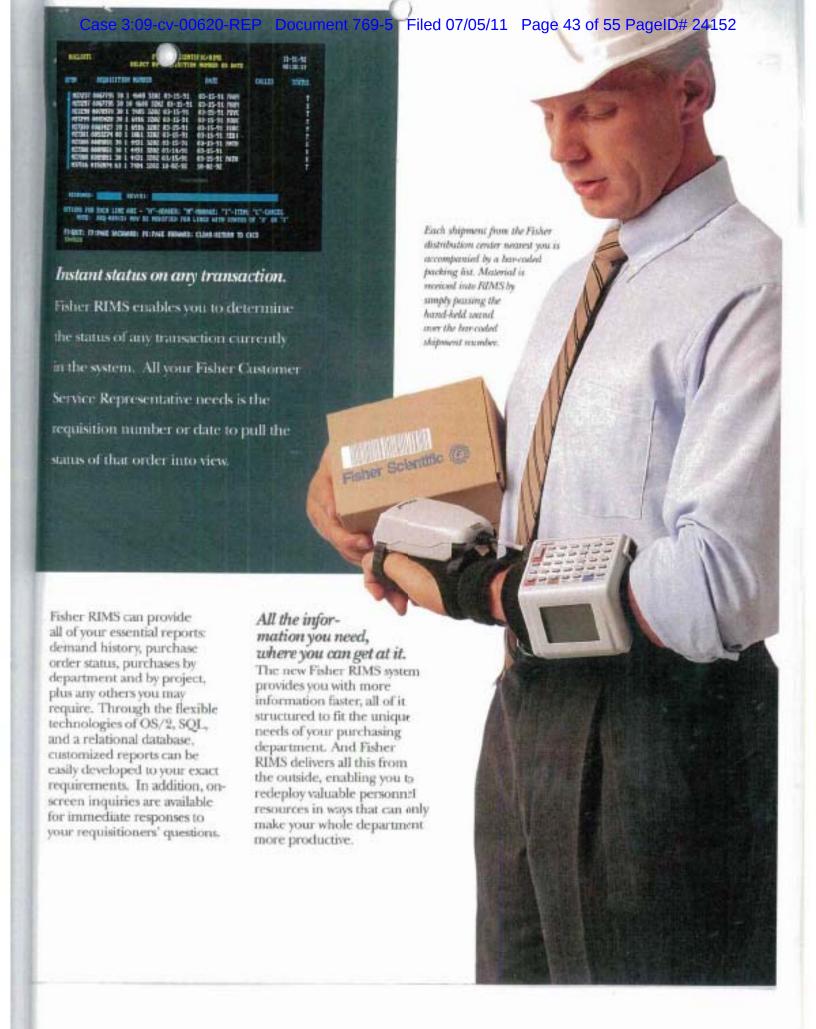


Better information, lower labor costs, more control. You need information to make the right decisions, but all the data in the world won't do you any good if you can't get it and make sense of it—when you need it.

With Fisher RIMS, everything your department needs is as close as a computer screen —the one operated by your dedicated, on-site Fisher Customer Service

Customer Service Representative. Timely, accurate reports in the formats you need.

To be efficient in purchasing and inventory management, you need accurate information. Information that's complete, ready when you need it, and in the format and media you need. Fisher RIMS delivers all that quickly and efficiently, both in standard report formats and in response to spontaneous inquiries,

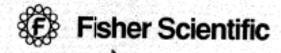






# All part of the Fisher Access System.

Fisher RIMS is the newest component of Fisher Scientific's industry-leading Access System. This revolutionary system combines Fisher's commitment to state-of-the-art technology with our ninety-year heritage of putting customer service first. The result is a simplified system that works effortessly behind the scenes for you, letting your people concentrate on what they do best



\*\* User: EX415369 \*\*\* Se ll Number: 74256092 \*\*\*



# RESPONSE INFORMATION MANAGEMENT SYSTEM

rd Mark

RIMS RESPONSE INFORMATION MANAGEMENT SYSTEM

ods/Services

IC 009; US 038; G & S: computer programs that provide call routing, prerecorded customer-specific information, access to customer's computer database(s) voice message and document retrieval as well as corresponding information presented on screens; FIRST USE: 1991.04.11; FIRST USE IN COMMERCE: 1991.05.06

rk Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

sign Search Code

24.15.02; 24.15.10

rial Number

74-256092

ling Date

1992.03.16

gistration Number

1756559

gistration Date

1993.03.09

ner Name/Address

(REGISTRANT) Ficke & Associates, Inc. CORPORATION OHIO 4733 Cornell Road

Case 3:09-cv-00620-REP Document 769-5 Filed 07/05/11 Page 46 of 55 PageID# 24155

\*\* User: EX415369 \*\*\* Se 11 Number: 74256092 \*\*\*

Cincinnati OHIO 45241

isclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "RESPONSE INFORMATION MANAGEMENT SYSTEM" APART FROM THE MARK AS SHOWN

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The lining shown in the drawing is a feature of the mark and is not intended to indicate color.

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PRINCIPAL

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# NOTES TO DATA ENTRY PERSONNEL

Case 3:09-cv-00620-REP Document 769-5 Filed 07/05/11 Page 49 of 55 PageID# 24158
\*\*\* User: EX415369 \*\*\*

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